reduced and thus this has got a bad effect on the poultry industry and the persons who are really wanting to go in for poultry industry, are finding it economically non-viable indeed

SHRI YOGENDRA MAKWANA Sir, this scheme is not operated by my Ministry. I will have to inquire from the concerned Ministry.

SHRI NIRMAL CHATTERJEE: Sir, I do not think the issue at all is that of income tax. I am strongly opposed to the suggestion that there should be no income tax on their income and I am sorry to say that the Minister is wilting before pressure. The real problem is the availability of lean meat and poultry meat at a low price and not the issue of paying income tax. Even if somebody makes money whether he will pay tax or not, that is not my question. My question is, in order to increase the supply and in order to have eggs and poultry feed at cheaper rates, not so cheap that it will be available to the people below the poverty line; that you cannot do, even then, people who are just above the poverty line, if they take five eggs in a year, I will be satisfied under the present circumstances. Therefore, the moot question is the availability of feed on time at lower prices and the veterinary services available. Will the Minister instead of getting bogged into whether it is industry or agriculture, whether income tax will be paid or not, make better arrangements for these things and if necessary, make reduction in input duty cost and arrange for availability of bank loans at DRI rate of interest and effective market for the small scale producers of poultry?

SHRI YOGENDRA MAKWANA: Sir, I agree with the hon Member that the more important question is to make available poultry meat as well as eggs and the Government of India has taken a number of steps to increase the porduction of eggs as well as broilers and ducks and scientific breeding is the only answer. We have taken the scientific breeding of poultry layers as well as broilers and ducks in Hasarghatta, in Bombay and many other institutes are run under the Government of India and by ICAR also. They have taken up a programme. We have developed new breeds which are better, which lay more eggs and which are multiplying very fast.

SHRI VITHALRAO MADHAVRAO JADHAV: Sir, what I feel is that there is a big hitch in this question I know there are so many industrialists surrounding Bombay and Hyderabad who have started the poultry industry and just to save their income tax, they want some exemption in this poultry industry. Sir, agriculture and animal husbandry are contemporary to each other and for the educated unemployed rural youths who start poultry industry or some animal husbandry industry, it is essential and from that point of view, is the Government of India going to issue some guidelines and even a specific Act can be passed in Parliament to give exemption from income-tax to such rural youth whose sole business is poultry.

SHRI YOGENDRA MAKWANA: This suggestion could have been made while discussing the Finance Bill or the Budget.

MR. CHAIRMAN: Any way, you consider it. Question No. 504.

दूरदर्शन के कार्यक्रम देखने वालों की प्रतिक्रिया के संबंध में सर्वेक्षण

*504. **श्री कपिल वर्मा :†**
श्रीमती वीणा वर्मा :

क्या सूचना और प्रसारण मंत्री यह बताने की कृपा करेंगे कि :

(क) क्या दूरदर्शन के कार्यक्रमों के बारे में दर्शकों की प्रतिक्रिया जानने

†सभा मे यह प्रश्न श्री कपिल वर्मा द्वारा पूछा गया ।

के लिए हाल ही में कोई सर्वेक्षण कराया गया था ; और

(ख) यदि हां, तो उनका ब्यौरा क्या है ?

सूचना और प्रसारण मंत्रालय के राज्य मंत्री (श्री अजीत पांजा) : (क) जी, हां।

(ख) सितम्बर, नवम्बर, 1987 के दौरान हाथ में लिए गए सर्वेक्षणों/अध्ययनों की सूची सदन की मेज पर रखी जाती है।

सितम्बर-नवम्बर, 1987 के दौरान हाथ में लिए गए सर्वेक्षण/अध्ययन

क्रम संख्या	कार्यक्रम	स्थान
1.	प्रात प्रेषण का अवलोकन ।	श्रीनगर, बम्बई, दिल्ली, कलकत्ता, मद्रास, जलंधर, लखनऊ, रांची, हैदराबाद, कटक ।
2	मादक पदार्थों के सेवन पर कार्यक्रम ।	दिल्ली, मद्रास
3.	राष्ट्रीय एकता और जलने पर क्विकीज ।	दिल्ली
4	रिलायंस कप कवरेज ।	दिल्ली, कलकत्ता, मद्रास, बम्बई, नागपुर, कटक (दिल्ली को छोड़कर प्रत्येक स्थान पर 2 सर्वेक्षण)
5.	मद्रास मे प्रस्तावित दूसरे चैनल के बारे में अध्ययन ।	मद्रास शहर और चित्तूर (आन्ध्र प्रदेश)
6.	स्वास्थ्य कार्यक्रम और परिवार कल्याण क्विकीज ।	वाराणसी और ज्वालापुर
7.	परिवार कल्याण स्पाट ।	दिल्ली
8.	ए० आई० बी० ई –डी० बी यू० परियोजना के लिए नागपुर (शहरी और ग्रामीण) की रूपरेखा ।	नागपुर
9.	दूरदर्शन के प्रात.कालीन प्रेषण के बारे में प्रतिक्रिया ।	
10	विज्ञापनों का सामाजिक प्रभाव ।	

SHRI KAPIL VERMA: TV has a lot of glamour and it has become a status symbol in our society Its popularity is going up every day. I would like to know from the hon Minister whether the TV, according to this survey, is likely to supplant the radio after some time. Can the Minister give us some rough idea of the number of users of the TV in the reached area compared to the radio? Is it a fact that two private organisations have been entrusted with survey? How does the Minister expect them to be objective in view of their links with advertising agencies and what are the steps the Government are taking to make their own organisation scientific? Have any irregularities been found in its working?

SHRI AJIT PANJA: So far as the first portion of the question is concerned, as to whether it is true that

the area covered by the TV is more and there is not so much demand for radio, the radio covers over 95 per cent of the population and the TV about 70 per cent Therefore, the demand for the radio, especially in rural areas, remains As far as the number of users is concerned, the Government could not make any study because the licensing system has been done away with There is no licence for TV sets So it is difficult to know the number But, I remember, as similar questions were raised in the Lok Sabha, that these data are being collected through various agencies to know how many are using the TV According to a private survey made—however, we are not relying on this survey entirely—there are over nine million TV-users So far as the third part of the question is concerned, we do use private agencies. But so far as reliance on the survey by private agencies is concerned, we go by the goodwill of the private agencies If they have relied upon reputed customers for their analysis, we do use them We are using two private agencies, Karve Institute of Social Services and Dynamic Market Research Centre, DMRC, which is at Bombay

SHRI KAPIL VERMA: I want to know the feed-back given by the surveys on Ramayan and other Hindi serials and films in the South which is non-Hindi-speaking I also want to know the feed-back of the breakfast show, that is, morning transmission. Is the Government thinking of manufacture of small janata sets say at Rs 1000 a set, on a mass scale so that TV may come within the reach of common people?

SHRI AJIT PANJA: The report is that the popularity is the highest for Ramayan. It is about 95-96 per cent.

SHRI KAPIL VERMA: In the south?

SHRI AJIT PANJA: All over India. There is no adverse reaction in any part Whether it is south, west, north or east, all over India, it is very popular Coming to the next part of the question manufacture of small janata sets does not fall within my department, Sir It is the Minister of Industries who has to look into it

SHRI NIRMAL CHATTERJEE: Have you atleast given a suggestion to the hon. Minister for Industries that such a set is useful?

SHRI AJIT PANJA: We have not applied our mind Community sets are there and we are asking for community sets. Previously, when the community sets went out of order, it was the responsibility of the Government of India to maintain them It becomes very difficult in a vast country like ours to have that infrastructure for repairs. Therefore, it has been given to the State Government concerned so that they can have their own infra-structure.

As regards the manufacture of a T V set which can be repaired easily so that our rural people can make use of it, I had discussion with the various manufacturers. But this is a subject- matter for the Ministry of Industry

So far as morning transmission is concerned, in this country we are not calling it breakfast show because we do not know how many persons in our country take all the meals, i e breakfast, supper, etc For us it is called Morning Transmission We find that this morning telecast is seen by 60 per cent of the total number of viewers. It means that 60 per cent of the people who possess a T V. set view this morning telecast It is on the national hook-up and it goes over all the 220 transmitters. So far as the percentage of regular viewers is concerned we find that it is only 10 per cent in the last few months. I mean the people who watch the morning programmes everyday. We find that in the southern region of the country the per-

centage is higher. In other areas, people are busy in the mornings. The favourite morning programmes are news, health exercises, skits and money matters About four-fifths of the people want it to be continued

SHRI PUTTAPAGA RADHAKRISHNA: Sir, with your kind permission, I made a Special Mention in this House and suggested that the Government should stop the relay of broadcasting and telecasting of the running commentary on the AIR and Doordarshan I have received a number of complimentary letters from different sections of the people. On the contrary, I have received a letter from the hon. Minister, Mr. Ajit Panja, saying that we cannot stop this because of the taste of a vast cross-section of the people I would like to know from the hon Minister whether there was any survey, either a sample survey or a random survey. Was it conducted in the rural areas or in cities and what is the basis of their conclusion that a vast section of the population wants it?

SHRI AJIT PANJA. So far as the cricket match is concerned, the question was for the last three months. It means that we had the Reliance Cup coverage at that time We have taken the survey at different places except Delhi, such as Calcutta, Madras, Bombay, Nagpur and Cuttack The survey report is that they are popular Of course, there are suggestions to project more indigenous games. But the survey report is that the Test matches are liked by the people on the T.V.

SHRI M S. GURUPADASWAMY: May I know whether the Minister will agree to have a public opinion survey in respect of the structure to be created for T V and Radio and whether any public opinion survey has been made in regard to the creation of an autonomous corporation in respect of these two important instruments?

SHRI AJIT PANJA: No, Sir. Not yet

SHRI M. S GURUPADASWAMY: Why don't you conduct a survey?

SHRI AJIT PANJA: At present, there are constitutional provisions and it does not require us to make any survey to create an autonomous corporation.

SHRI M. S. GURUPADASWAMY: There is no constitutional right at all Let me make my point very clear I happened to be a member of the Chanda Committee We have taken all these aspects into consideration We had interviewed Mrs Indira Gandhi who happened to be the Minister for Information and Broadcasting (*Interruptions*)...

AN HON. MEMBER: What did she say?

SHRI M S. GURUPADASWAMY: She appointed this Committee (*Interruptions*). She appointed this Committee and in our discussions with her we particularly told her. "This Committee is of the opinion that we should have an autonomous body for both the instruments, radio and television " She had agreed "Yes Go ahead. I am with you.". This is what she said That was the position at that time she was he Information and Broadcasting Minister Afterwards, you have changed Therefore, I want to tell you one thing The whole of India wants an autonomous corporation for Radio and Television and there is no constitutional constraint, no Constitutional restraint.

SHRI AJIT PANJA: If the whole of India wants an autonomous corporation for Radio and TV, then the question of survey does not arise

SHRI M. S. GURUPADASWAMY: I put it to you only to emphasise the point that the people want it... (*Interruptions*)...

SHRI AJIT PANJA: Sir, I cannot dispute the long experience of the honourable Member But, from the files, if there was such a commitment made by our late beloved Prime Minister, Shrimati Indira Gandhi, I have to see it .(*Interruptions*)...

SHRI M. S. GURUPADASWAMY: It was oral...(*Interruptions*)...Just a minute. It was a oral discussion between the Committee and Mrs Gandhi.

SHRI AJIT PANJA: Sir, when the honourable Member, when the respected honourable Member, with his long experience, says 'oral', I do accept it. But I have to check up the files and see whether there has been any noting. Otherwise, it becomes very difficult

MR CHAIRMAN: Yes, Mr Vishwa Bandhu Gupta.

SHRI VISHWA BANDHU GUPTA. Sir, the honourable Minister has agreed that a lot of feedback is needed . (*Interruptions*).

SHRI M. S. GURUPADASWAMY: Mr. Minister, why don't you consider what I said?

SHRI VISHWA BANDHU GUPTA Sir, the honourable Minister has agreed that a lot of feedback is necessary on the serials and other programmes and he has been kind enough to say that the morning programme is viewed by a larger number of people. In view of this, I would like to know whether he has received any feedback on sports programmes other than cricket and also, in view of the morning viewing by more people, he will consider increasing the time of the morning programmes so that a larger number of people can see the morning programmes

SHRI AJIT PANJA: So far as the sports programmes are concerned, Sir, the question is related or limited to the last three months. We have taken the last three months. If the honourable Member desires, I will certainly do it So far as increasing the time of morning programme is concerned, it is under consideration.

MR. CHAIRMAN: Yes, Mr. Aruna.

SHRI K. MOHANAN: It is only for cricket?

SHRI ALADI ARUNA alias V. ARUNACHALAM: Sir, telecasting of the Ramayana only develops orthodoxy whereas our policy is secularism The need of the hour is secularism. We have a lot of secular literature in Tamil like the Tirukkural, but it is not being utilized. Will the Government come forward to utilize the secular literature like the Tirukkural on the TV? . . . (*Interruption*)

SHRI N. K. P. SALVE: Sir, to my knowledge, the people in Pakistan see the 'Ramayan' with the same interest as we do here

SHRI ALADI ARUNA *alias* V ARUNACHALAM: I am only stressing the secular aspect . . (*Interruptions*) .

SHRI A G. KULKARNI. Who told you that the Ramayana is not secular in character?..(*Interruptions*)...

SHRI ALADI ARUNA *alias* V. ARUNACHALAM: I am saying. . (*Interruptions*).

SHRI A G KULKARNI. You are wrong; you might say anything

SHRI V. GOPALSAMY: It is not secular (Interruptions)..

SHRI RAM AWADHESH SINGH: It is not secular. (*Interruptions*):

SHRI AJIT PANJA: Sir, shall I answer the question ?

MR. CHARMAN: Have you not answered it yet?

SHRI AJIT PANJA: I was about to reply and there were interruptions in the middle. Sir, so far as the Government is concerned, the 'Ramayan' is definitely secular and we will continue it. ....(*Interruptions*)..... We must not mix up our own philisophy with religion and try to criticise. These are the rudimentary things which we learnt even as the first year students of economics..

SHRI ALADI ARUNA *alia* V. ARUNACHALAM: What about Tirukkural?

SHRI AJIT PANJA: Sir, so far as the other secular subjects as the honourable Member has said, ore concerned, they have to apply according to the rules of the Doordarshan and, certainly, this is being thereafter the same would be considered.

SHRI ALADI ARUNA *alias* V. ARUNACHALAM: Thank you.

MR. CHAIRMAN: Yes, Prof. Lakshmanna.

PROF. C. LAKSHMANNA: With regard to these two important items, namely...

MR CHAIRMAN: Question Hour is over.

WRITTEN ANSWERS TO QUESTIONS

Substitution of tobacco by other crops

*501 SHRI SURESH PACHOURI: Will the Minister of AGRICULTURE be pleased to state:

(a) whether Government had recently received any suggestion from the Cancer Research Institute, Bombay, for substitution of tobacco by other crops; and

(b) if so, what steps Government have taken or propose to take in the matter?

THE MINISTER OF AGRICULTURE (SHRI G. S. DHILLON): (a) Yes, Sir.

(b) Because of trade demand, good varieties and technologies, tobacco has come to be the most remunerative crop over other crops in all the tobacco growing areas, over a period of time. In view of its recently reported deleterious efforts on health, efforts are being made to develop (i) 'Safer Tobacco' having low carcinogenic properties; (ii) develop alternate uses of tobacco for production of pesticides, organic acids and proteins, and (iii) identify alternate crops to replace tobacco.

Removal of control over the prices of Vanaspati

*505. SHRIMATI KRISHNA KAUL: Will the Minister of FOOD AND CIVIL SUPPLIES be pleased to state:

(a) whether Government propose to remove control over the prices of Vanaspati;

(b) if so, what are the reasons therefor; and

(c) the steps taken by Government to ensure that Vanaspati is available to consumers at fair prices?

THE MINISTER OF PARLIAMENTARY AFFAIRS AND THE MINISTER OF FOOD AND CIVIL SUPPLIES (SHRI H. K. L. BHAGAT): (a) to (c) There is no control over the prices of vanaspati. However, after discussions with the Government vanaspati manufacturers have voluntarily agreed for a price discipline by keeping the maximum price of a 15 kg. tin of vanaspati at Rs. 335 (local taxes extra) This voluntary price control is continuing.

2. Some other important steps taken by the Government to ensure the availability of vanaspati at fair prices are:

(i) Effective supply management of imported oil keeping in view the vailability and prices of indigenous oils to vanaspati industry.